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HALLWARD, John M.
Can one man's
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80—100 min well, everybody knows these IQ tests are for the birds.
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45—60 min you are a brick, if a type-cast one.
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20—30 min you are the "only-one-on-your-block-not-to-have-one" type.
15—20 min you are a success, psychologically; think about it.
10—15 min you are now one of the world's speediest box-busters.
under 10 min don't overdo it.

CAN ONE MAN'S DRIVE OPEN

BY JOHN M. HALLWARD
AND ROBERT J. FLEMING



UP THE CANADIAN NORTH?



Even before the USS *Manhattan* shoved the North into the consciousness of millions, Richard Rohmer (left), a 46-year-old Toronto lawyer, had embarked on an ambitious program designed to stir up his countrymen and turn their minds and money northwards. If he is successful a whole new northern national life style could emerge.

The *Manhattan's* proof that the Northwest Passage can be a viable sea route gives Rohmer's ideas practicality and confronts Canadians with possibly the most far-reaching choice in their history. Will they continue to concentrate in their South with a pale copy of the culture of their giant neighbor? Or will they take the risk of striving for greatness as a major Northern power? Rohmer's gamble is that he and others can excite enough Canadians to make the second alternative happen. That task will in itself be a formidable challenge.

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A stray gull flying over a huge inflated tent-like dome by Thunder Bay on Lake Superior had little enough concern with the exhibit of ideas, products and projects inside. The exhibits—official and authoritative—were part of a special study conference on developing the potentially rich four-fifths of Canada where practically no one lives. While the rest of Canada, like the gull, showed faint interest, some of that country's sharpest minds meeting next door at Lakehead University were hotly involved.

"You must get into the act! You must talk!" the discussion-group leader chided the 16 men in front of him. They included an investment banker, a university ecologist, an architect, a town planner, an airline executive and a student who had demonstrated against the very existence of the gathering now being held. The occasion was the first session of the Mid-Canada Development Corridor Conference in August 1969. The setting was a city over 300 miles northeast of Duluth incorporating what have been the twin Ontario towns of Port Arthur and Fort William—soon to be known as Thunder Bay.

In all, 195 representatives of industry, labor, government and academe were holding a five-day think-in to ponder the problems of the North and consider the proposition that the time had come to begin a concerted development of its resources.

Back in 1967 Richard Rohmer, a highly successful Toronto real estate developer and lawyer, had put forward the suggestion of a Mid-Canada Corridor concept as an approach to developing the North. The Thunder Bay get-together was the fruit of his idea. It inaugurated a series of discussions, field trips and task-force studies aimed at producing plans that could prod government into action.

Not unexpectedly the initial meeting, intended primarily to identify the problems involved, was marked by skepticism, conflicting points of

view and student demonstrations in favor of leaving the future of the North in the hands of those already there. Everyone was given a hearing. Rohmer, a quiet-spoken, low-key enthusiast, made a point of staying largely in the background. But he had assembled an impressive array of scientific, academic, industrial and political brains for participants to pick.

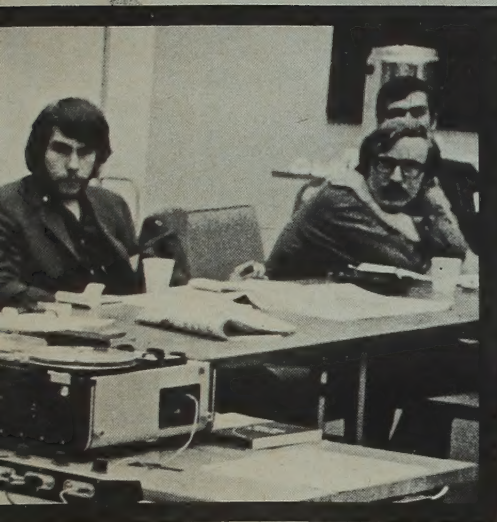
Administered by a staff of 13 smartly turned-out college-age men and women, the conference was strictly business. With up to six sessions a day, starting with a 7:30 breakfast speech and continuing through evening discussions that ended around 10 p.m., those present had their noses firmly kept to the grindstone.

Dr. Omar Solandt, chairman of the Canadian

Science Council, sounded a note of caution at the outset. "We must be careful not to push development of our northern resources too fast," he warned and he urged that whatever plans are made for the North "should be a part of a broad concept for the development of the nation as a whole."

Early on, the key question confronting participants was tersely put by David Judd, 31, former Yukon Territory Administrator, presently a Fellow of the Scott Polar Research Institute at Cambridge, England. "This conference," he observed, "has a problem. A problem of alienation: not so much to display how the Middle North should be developed or urbanized, but why. The people listening for that answer are the younger generation."





IT IS A NUMBING EXPERIENCE TO TAKE THE MICROPHONE ON SUCH VAST ISSUES. "YOU MUST TALK," THE DISCUSSION LEADER CHIDED THEM.

A clear response to this was not given until the final day when Dr. John Conway, Master of Founders College at York University, Toronto, took to the rostrum. "The implementation of the Mid-Canada Corridor concept," he declared, "is essential. If it is not implemented, if we do not create a distinctive, strong, northern nation, Canada will continue as a colony of the United States or at best will eventually be absorbed into it. That is not rhetoric. That is simple fact.

"In our own interests, in the interests of the United States and in the interests of the world, this must not be allowed to happen."

Making clear that, having spent 20 years at Harvard University, he was no anti-American, Dr. Conway was the spokesman of a vigorous economic nationalism. He urged the establishment of a Mid-Canada institute "to be created and financed jointly by the provincial governments, industry, organized labor, universities and other involved groups, the Indian associations and whatever political and social organizations the Northerners themselves have." Control, he insisted, must be kept out of the hands of federal civil servants who have a vested interest in the present constitution and the maintenance of the status quo.

"Imagine such an institute," he exclaimed. "It would tap the deep national enthusiasm of intelligent and energetic young Canadians. It would recruit talent in a way that neither business nor government alone can do today. The twin attractions of research on important environmental problems and contribution to Canada's future would not only end the brain drain—it would reverse it."

Time will tell whether Conway's convictions will carry the majority of Canadians with him. But it is already clear that what is underway is the most far-reaching attempt yet made to plan the future of half a continent.

With the possible exception of Brazil, no other

nation still has the opportunity to plan the future development of such vast areas of valuable empty space. Canada, measuring 4,800 miles from east to west and 2,800 miles from north to south, has a total land area of more than 3.8 million square miles. This includes 292,000 square miles of fresh water. Almost all the present population of 22 million live in a narrow strip 200 miles or less wide along the U.S. border.

The only nation comparable to Canada as a developer of the North is the USSR. It has already far outdistanced its North American neighbor. Above the Soviet Union's 60th parallel there live approximately 5 million people compared to Canada's approximately 45,000. There are at least 10 Russian cities in the North with population over 50,000. They range up to 308,000 at Archangel. The largest Canadian community in the Northwest Territories is Whitehorse with a population of 4,771.

Certain obvious factors have contributed to this picture. Russia's North covers over twice the area of Canada's. It has better soil conditions, greater renewable resources and several major rivers flowing north to the sea route. The tree line in the USSR is up to 500 miles farther north than in Canada. The overall Soviet population is at least 10 times Canada's. Political exiles and forced labor were used to do a lot of the work. But the key factor remains that the USSR, in pursuit of economic self-sufficiency, long ago made a policy decision to develop its North. Canadians are now just beginning to consider such a decision. And the Canadians involved are private citizens who have responded to Richard Rohmer's challenge.

Rohmer decided more than two years ago "to look at the whole of Canada as a land mass. I decided to apply the same principles as in real estate development." Chipping in \$5,000 of his own money, on April 13, 1967, he approached Acres Limited, a firm of engineering consultants, to produce an inventory on the North. The combined efforts of Acres and Rohmer resulted in their concept of a Mid-Canada Development Corridor. On July 11, Rohmer put forward the idea in a speech as part of Canada's centennial year celebrations. Enlisting the support of universities in six of Canada's 10 provinces, of the Ontario Government (to the tune of \$10,000) and of a few individuals, he set up the Mid-Canada Corridor Foundation to administer and organize support for the concept.

It calls for development of a belt of land from two to 500 miles wide stretching from Labrador, in the east, across northern Quebec, Ontario and the Prairies to British Columbia and the Yukon in the West. It embraces the area north of the present populated strip and south of the tree line. The concept envisages new cities, harbors, railways, industries and roads being built over the next 50 to 100 years to accom-

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Judge William G. Morrow of the Northwest Territories (here seen while on his court circuit) knows how vastly different are the social and cultural conditions to be taken into account in administering the law in the North. "To fail to allow for these differences," he warned, "will result in undue harshness bordering on injustice. The primitive or semiprimitive people in some of the more remote areas are not yet ready for the literal application of the white man's law. Our intrusion into the frontier community is bound to destroy or certainly to disrupt the native community as a cultural entity. I put it to you: plan well and these first citizens of Canada may be salvaged. Plan poorly or not at all and they may be lost."

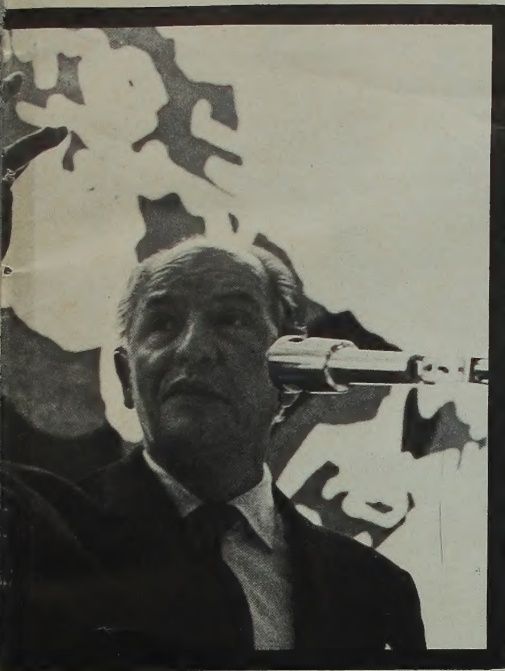


Canada's Governor General, Roland Michener, a patron of the Mid-Canada Development Corridor Conference, told the 195 participants: "Almost all Canadians have a latent sense of the great potential of Canada in general and of their Northland in particular. They long for a prophet to put these thoughts into words and to show the way to action. You have cast yourselves in the prophet's role. To be heard you must speak in terms which can be understood by the ordinary man."

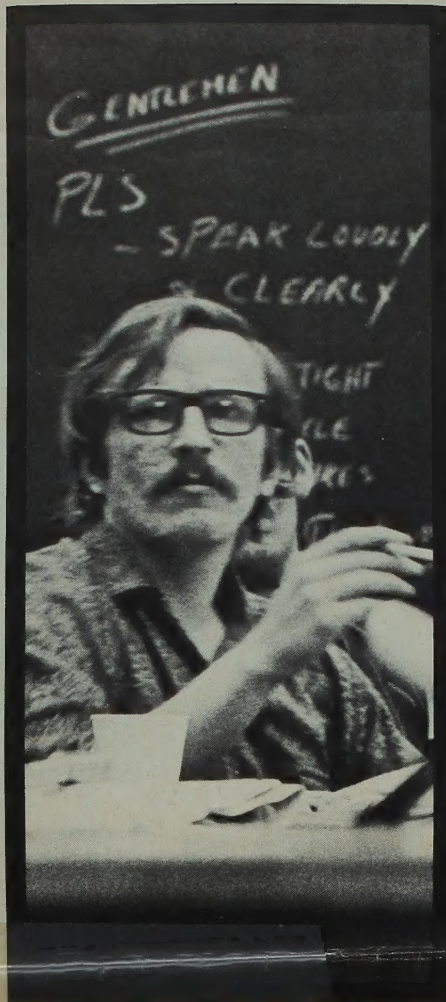


Andre Bombardier, at 27, is vice president of Bombardier Ltd., a major manufacturer of snowmobile equipment, and was one of the 20 or more participants from Quebec. "The people from the East that I know," he remarked, "may go to the North if they can—if it is for work and if they can find a city or place where they can fulfill themselves. Out of the discussions we have had, it seems to me the big problem unanswered here is that we cannot bring people to the North unless we give them the same standard of living they are used to in the South."

THE GOVERNOR- GENERAL AND THE STUDENT DEMONSTRATORS BOTH HAD THEIR SAY



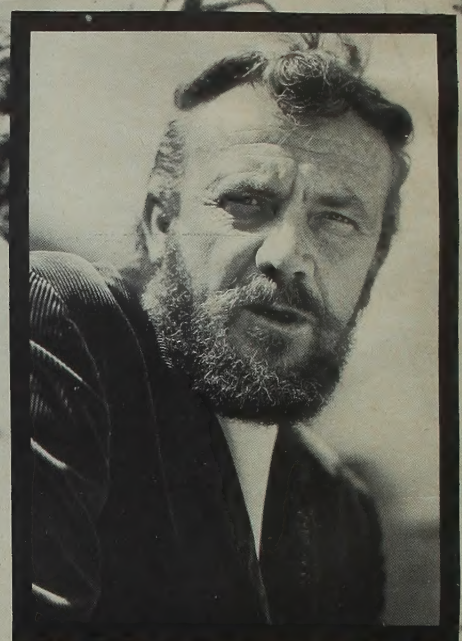
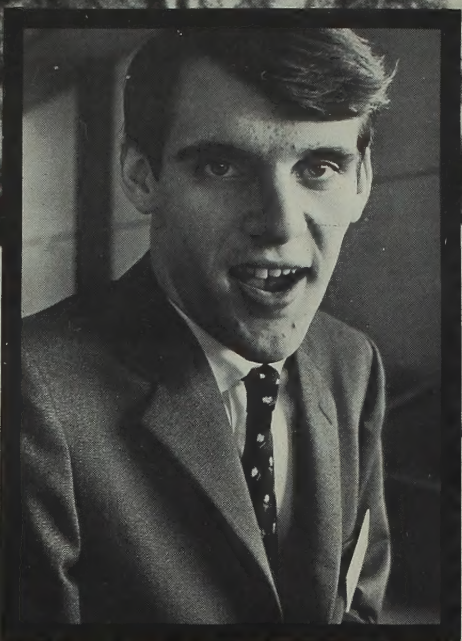
John Fisher, chief of Canada's centennial celebrations in 1967, is an official of the Abitibi Paper Co. "Most Southern Canadians," he declared, "are as ignorant of the North as Americans are of Canada. The day of the land butcher and the soil rapist is over. It is the day of the enlightened entrepreneur. Now we must see Government and private enterprise working together. And we must have a third thing—public pressure. No other country would waste any time asking why... While we are sitting here talking the propeller of the *SS Manhattan* is grinding away... The refreshing factor I have seen coming out of this conference is that the human element must be the first consideration. I think some of these kids, these protesters, have had quite a lot of influence in making people aware of this."



William Lemmon, a student at Lakehead University, was one of those who demonstrated against the conference, alleging "the rape of the North." Three of them were subsequently admitted as full participants. He voiced at every opportunity their plea that "the North must not be allowed to be exploited for the enrichment of fat-cat Southerners. It must be developed for the benefit of those now there and others who may wish to come."



Edward Pinay, community health worker on the Peepeekisis Reserve at Lorie, Sask., was one of five Indian and Eskimo spokesmen who attended the conference. "Today," he stated, "more than one in every hundred Canadians is an Indian maintaining residence on a reserve. If we Indians are a 'problem,' we are not the kind of problem that will go away if you look the other way. The first thing most people have to learn about us is that we are people, self-respecting human beings with sensitive feelings and a great deal of pride. The white man needs to treat the Indian as an equal. In other words, let's do things together. Only an approach in this spirit is likely to succeed."



A STUDENT VIEW OF CANADA'S NORTH

David Onley, 19, was invited to be a delegate to the Mid-Canada Conference as a result of the enthusiasm he showed for the project at a Toronto high school conference earlier this year. His views on the Near North:

For over a hundred years explorers and adventurers have looked to the Canadian North with a varied mixture of excitement, fear and hope. But always the North has stirred people's imaginations.

Defying men to tame it have been vast areas of forests, lakes, open tundra, ice and snow, frequented by polar bears and sparsely populated by Eskimos. For over a hundred years, men accepted the challenge and tried again and again. The land beat most of them back.

Some made it in '98 with the gold rush; others came for the silver and nickel mines. But these piecemeal attempts made no dent in the vastness of Canada's North.

The Mid-Canada Development Corridor was not conveniently drawn on a map of Canada but is the product of overlaying outlines of the resources of the North one on top of the other. The best mines, oil deposits, vegetation, temperature levels and soil patterns are found in this "corridor." And if it is to be developed—if brand-new cities and transportation systems are to be built and a 21st-century environment to be created—then it will be done by the youth of today.

At the conference a variety of positions were defended, attacked and restated. A host of speakers took part and finally the conclusion emerged: it is advisable to have a definitive plan for Northern development and we have the technology to put it into operation.

Of course this is only the primary position and it will take seven to eight years of further study before the physical implementation actually begins. But first impressions are lasting and important ones.

The *esprit de corps* of nearly total strangers, joined together at the conference in tackling a common goal, was truly exciting. It was like the universal bond of joy created by Apollo 11. Except this was not a momentary feeling; it was an enduring element.

In a very real sense, it is the first lesson to be learned from Apollo 11, the lesson that by having an appealing goal, organizing the best people, gathering the enthusiasm and accumulating the knowledge, we can achieve "unattainable heights."

The reason to go North is simple. Mid-Canada offers the youth of today the chance to build a new "country" from the ground up!

All types of education and skills will be needed to make this newer world one of clean air and water and spirit, where people are the most important commodity.

The Hon. Keiller Mackay, Ontario's aging former Lieutenant-Governor, described the idea as "Canada's first majestic step." But really it is *mankind's* first majestic step, following the giant leap.

David Onley

... AND AN ECHO FROM HUDSON'S BAY

Jon Hopkins, 45, is a resource development officer working for Canada's Department of Indian Affairs and Northern Development. He sends these observations on the Mid-Canada Conference from his home in Moose Factory, Ont., at the southern end of Hudson's Bay, where he has lived for the last four years:

Whatever may have been our attitude as delegates coming together last summer to discuss the Canadian North's future, we departed as much more intimate friends of our land.

At the close of the conference, there was no smugness—no "Thank God that's over." The terms "human rights and personal prerogative" were largely replaced with "responsibility and privilege." There were no pat answers, but rather an aura of enthusiasm and awareness that national and international objectives must be carefully defined—and that an honest search for the significant questions was a prerequisite to planning.

Adjudged by uninformed protesters as "a bunch of fat cats about to cut and deal the nation," the delegates were the diametric opposite.

The thought foremost in all our minds was that the mistakes of the past—resulting from greed or ignorance—must not be repeated.

We looked at facts: that man will expand his numbers and that he is already overcrowding his habitat in many areas; that exploitation of resources will take place to meet the needs of the growing world community; that we must apply our technology and modify our methods of resource utilization. And this—we must husband this thin biotic film in which we live. We must assure ourselves and the generations to



come that we will cherish our environment—our precious air, water and land. We must treasure our forests, marshes, lakes and rivers and set aside as inviolate parks and reserves for the protection of wildlife and the refreshment of human spirit. We must weigh carefully our motives. A rare orchid or a field of daisies may be of more value than a mine. Safeguards and guidelines must be developed that will assure the healthy proliferation of all species. However and wherever development takes place, it must always be with knowledge, concern and real creative purpose.

The conference emphasized the fact that most of our environmental problems today can be traced directly to our failure to be concerned with the ecological effects of human enterprise. It succeeded in engendering a realistic awareness of the very fundamental relationship of man to his environment. As Robinson Jeffers put it: "Not man apart."

Jon Hopkins



"I DON'T CARE IF WE SUCCEED. I JUST HOPE WE TRY."



Jean Chrétien, 35, is Canada's Minister of Indian Affairs and Northern Development. "It's always high-risk capital that goes to the North and there's not that much in Canada. The Mid-Canada Development Corridor Conference may be good in that it can get people thinking about the North. It will serve the interests of the people interested in the North.

We need the support of the public and the public has to know about the area. Despite the present curtailment of Government expenditure our Department's budget is not frozen.

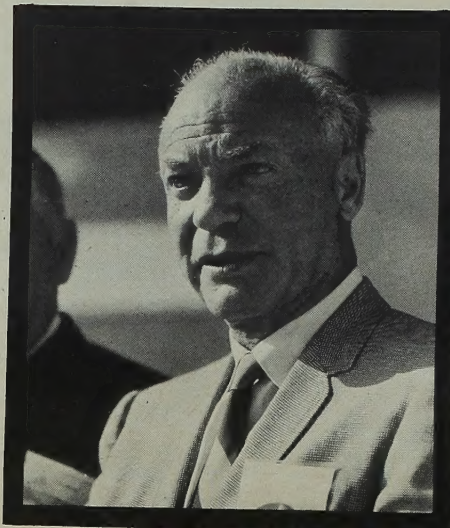
Our job is to build the infrastructure—roads, communities, etc. When industry has the capital to invest and the market for the products, we'll help.

I hope the first people to benefit will be the Indians and the Eskimos.

I do think that if we can make the breakthrough in transportation this area will become very, very valuable for Canada."

Murray Watts, 60, of Toronto, renowned prospector, discoverer and developer of the Far North mineral regions, is president of Baffinland Iron Mines Ltd:

"The most important thing in the North is to have the right people there—people who want to go there. You're not going to entice them with 'Northern incentive pay.' They've got to have it inside them."



Philippe de Gaspé Beaubien, 41, of Montreal made a name for himself as the highly successful Director of Operations of Canada's Expo 67. Today, as president of Telemedia Quebec and chairman of NTV Communications Ltd., he runs a chain of TV and radio stations: "The time is ripe for a new goal for Canada. The development of the North is one of the few things that could give the country a national cause.

Of course, it would have to have an economic base. It wouldn't be easy. But what a challenge! It could change the character of Canadians and the personality of Canada. Let's start doing something that's in our interest for once instead of just copying a country we admire. I don't care if we succeed. I just hope we try.

What have we done in this country to tailor-make our products for our own climate? Our clothes, cars, watches, houses? Whole patterns of living could change. There are different hours of daylight up there. Why couldn't we level things more? Stagger office hours, space holidays?

How do we make it happen? My experience is that it usually takes only one or two men to make something happen and they go. We've got to sell this to the people of Canada. And we could."

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moderate part of the 100 million population increase anticipated in Canada by the year 2067.

In proposing such a concept Rohmer's aim was first and foremost to attract interest in the North as a whole. The Near North seemed the obvious place to begin.

Yet at the opening of the Lakehead University gathering Rohmer announced that "the Development Corridor approach is no more than an approach." The important thing, he believed, was that intelligent and influential Canadians should take a long, hard look at the North—and do something about it. Anticipating criticism of the concept as strictly a profit-motivated project, he made the point that "this is a people exercise that we are about." One condition Rohmer insisted on was that participation be limited to Canadians, reasoning that it was they who ought to be responsible for the future of their country.

The conference yielded certain immediate results. It revealed the fact that valuable specialist information is, the planning of Canada's northern development will require a comprehensive approach. And it provided those present with that essential total view of the issues involved.

Secondly, it established a convinced consensus that the welfare and development of Canada's 13,000 Eskimo and 250,000 Indian people must be a priority consideration in whatever is done in the North.

Thirdly, it brought home the fact that Canadians cannot plan the future of their country in a vacuum. There will have to be due consideration of Canada's role in the world if development at home is to be given the right perspective.

Phase two of the Mid-Canada concept is now underway. It involves field trips into eastern and western regions of the Canadian North. It also includes a proposed trip, Soviet authorities permitting, to study conditions in Siberia. Seven different task forces have been assigned specific problems for study. Next summer a second plenary conference is scheduled for the purpose of producing policy proposals.

The challenge ahead is how to ignite Canada as a whole. The onus is now on many to carry the ball. It is clear that Rohmer cannot possibly do it alone. The fact that 81 companies, universities and individuals paid \$5,000 each to attend the conference suggests that the will to act may be greater than ever before. The question is whether those who attended can excite and involve enough Canadians to force the governments, federal and provincial, to pay heed. Public pressure is the ingredient needed to turn Canada into a truly Northern nation.

Philippe Beaubien, the energetic former Expo 67 executive who could not attend the conference, nevertheless summed up the picture: "This idea can happen, should happen and will happen. The question is when. You've got to have a guy who bulldozes things. He may die before the job is finished. The thing is to get it launched." Such bulldozers are rare in Canada. It will take all the Beaubiens the country has to run with Rohmer and his colleagues.

END